

ABSTRACT OF THE DISCLOSURE

A method and system are disclosed to provided interactivity using an interactive channel bug. The interactive channel bug (e.g., an "interactive broadcast channel branding logo") allows a television user to access a variety of interactive services. The interactive broadcast channel branding logo may be configured to launch a functionality determined by a broadcaster. This functionality may change over time. The form of the interactive broadcast channel branding logo may also change over time in which the availability of new interactive services is indicated.